Bellis

CYCLE CO.

SOUTH BUB'O N.Y.

U. S. BUGGY & CART CO.

CINCINNATI, O.

1896.

CHALMERS BROWN, PRESIDENT.
WM. H. SCHMIDT, VICE-PRESIDENT.
WM. K. BELLIS, SECRETARY.
BEN. L. WEBB, TREASURER.

Bellis
CYCLES

BELLIS CYCLE CO.,
Indianapolis, Indiana, U. S. A.
MANUFACTURERS OF HIGH GRADE BICYCLES.

GENERAL OFFICES: 27 [illegible] Block.
FACTORY: 118 to 128 [illegible]th Pennsylvania St.
TELEPHONE: 52 Local and Long Distance.
CABLE ADDRESS: Bellis.
ALL BUSINESS TRANSACTED AT GENERAL OFFICE.

DESIGNED, ENGRAVED AND PRINTED BY
THE SOUTH PUBLISHING COMPANY, 198 FULTON STREET, NEW YORK.

U. S. BUGGY & CART CO.
330-338 E. 8th St. CINCINNATI, OHIO.
MAKE BEST WORK FOR LEAST MONEY.

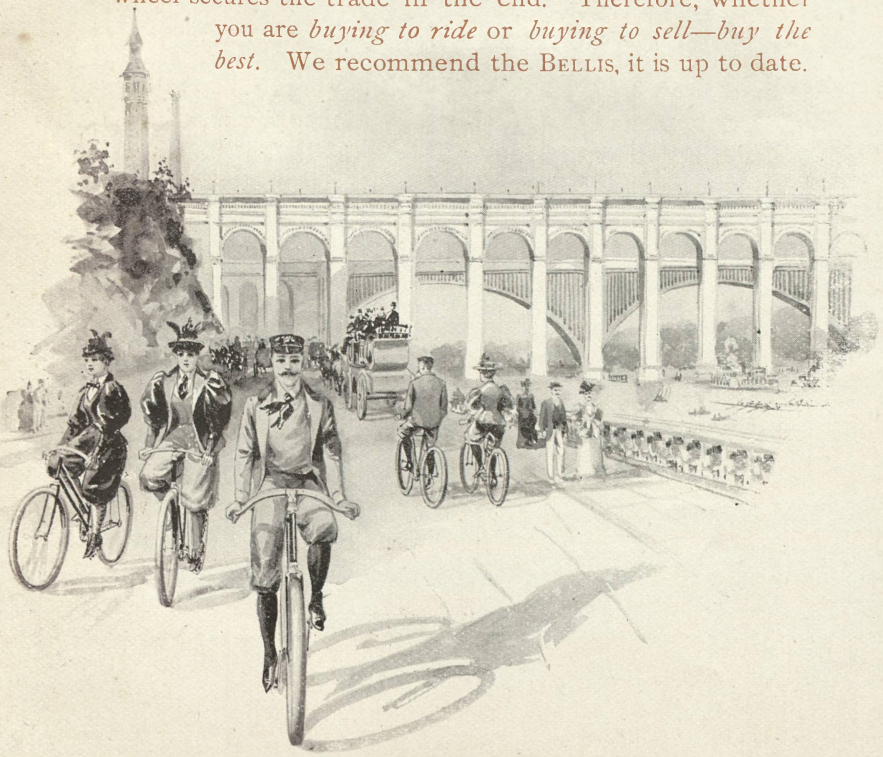
B741 .B84 1896 : Bicycles—United States—19th c. TL 435 .B455 1896

A Few Remarks About Wheels.

DID IT EVER STRIKE YOU that there is no article in common use so delicate in its mechanism, which, considering present light weights, is called upon to perform so much service as the Bicycle? It must, therefore, be evident that to do its work well, and *all the time*, the machine requires to possess the highest grade of materials and metals suitable to its various parts, and that *each part*, however small, must be reduced to mechanical accuracy by workmen skilled in their respective lines, and by the use of modern and expensive machinery.

We have spared neither time nor expense to obtain the very best materials for BELLIS wheels. We have all that is *new* in machinery and experienced mechanics who are *old* in the art of cycle building, in our factory. We are fully equipped in both material and facilities to supply our 1896 trade *with high grade work only*. We claim to give more value at our prices in BELLIS CYCLES than can be obtained elsewhere.

The advent of the so-called cheap wheel in the market, carries no terror to the maker of good bicycles, as the life of such a wheel, usually made from castings and soft metals, rarely exceeds a few months, and if the prospective rider takes time to think and figures it out, he will learn that in Bicycles the "*best are cheapest;*" but should he have purchased a cheap wheel before thinking it out, he will generally be found about the middle of the season looking for a better mount. So the high grade wheel secures the trade in the end. Therefore, whether you are *buying to ride* or *buying to sell—buy the best.* We recommend the BELLIS, it is up to date.



Here are Some of the Good Things it Carries.

Double Fork Crowns and reinforced.

Handle Bars Adjustable by rider while mounted.

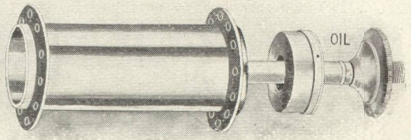
Adjustable Sprocket Wheels.

Barrel Hubs with Oilers directly over Bearings.

Narrow Tread with Straight Lower Rear Braces.

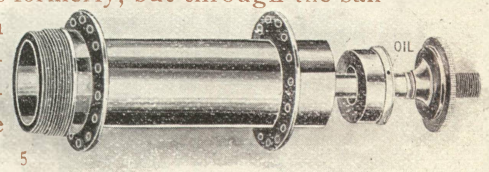
No Bends or Curves Weaken Frames of our Men's Models.

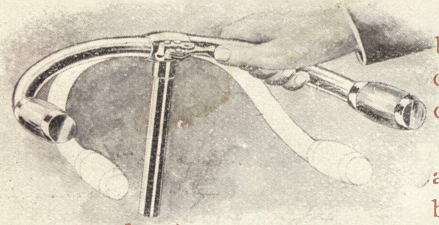
Frames with Graceful Lines and Large Tubing.



Our mechanical experts have given special attention to the bearing parts of the BELLIS, so as to produce the lightest running wheels possible, with the minimum of friction, and to enable the rider to husband, proportionately, his motive power. We believe the high grade Bicycle which can embody the best improvements in this respect may be considered first in the order of merit. To obtain these qualities, the hardest and best material only can be used.

Our Models "C" and "D" carry Hubs of the best forged steel, barrel pattern, as per cuts, and having our special oiling device directly over the balls. The oil is not carried into the Hub as formerly, but through the ball holder only, thus saving in oil and preventing the accumulation of dirt, and consequent clogging of the



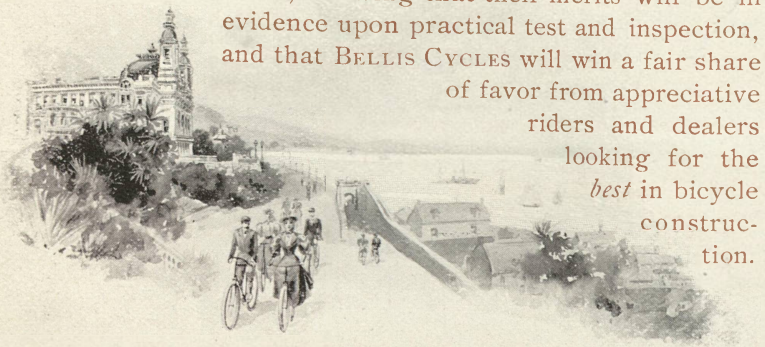


bearings. The oil hole is covered by a spring steel dust-proof collar.

Models "C" and "D" also carry Crank Brackets of barrel pattern and 5 inch tread. A glance at front view of Model "C" on page 15 will show the reader straight lower rear braces. We do not, in this important detail, sacrifice strength of frame by using bent braces.

The necessity, always present with new riders, as well as experienced wheelmen who take long runs, for change in position to obtain rest, is provided for on Models "C" and "D" by our new Handle Bar, as per cut, which is most simple in its mechanism, and various positions can be adopted at will, without dismounting. Both Bar and Stem are of 7/8 inch seamless tubing, highly nickeled. We will furnish these Bars to the trade and to riders of any wheel. List price, $5.00.

We invite the attention of prospective riders and the trade to our wheels, knowing that their merits will be in evidence upon practical test and inspection, and that Bellis Cycles will win a fair share of favor from appreciative riders and dealers looking for the *best* in bicycle construction.



TERMS.

Our terms are invariably F. O. B. Indianapolis. Agents and dealers desiring to handle our line will favor us by giving us bank or trade reference in the event of their not being rated in Dun's or Bradstreet's books. Where no such ratings or references are furnished, we will ship C. O. D., unless otherwise requested.

Orders for small parts should always be accompanied by sufficient remittance to cover the cost, and where the same can be shipped by mail, sufficient postage should be included with the order. We will return any excess postage remitted.

All claims upon us for non-receipt of goods or for goods claimed to be not according to order, must be made within five days from receipt of invoice. No credit will be allowed after that date. As we desire our customers to obtain the utmost dispatch in the shipment of their orders, we respectfully ask that *our specifications be adhered to closely.* Any departure from them will mean delay in the shipment of orders.

All goods sent in to us for repairs must come charges prepaid, and each package should carry a tag showing the name and address of the sender. As we do not guarantee tires, customers will study their interests by sending them direct to the tire factory instead of to us.

SHIPPING DIRECTIONS.

When ordering wheels, if you have not a supply of our order blanks, be sure to state the Railroad or Express Company by which you wish your order shipped.

OUR GUARANTY.

We aim to be as liberal as is consistent with good business principles. We guarantee the Bellis Cycles to be free from all imperfections of material and workmanship, agreeing to make good, within one year from date of sale, all defects not caused by accident, abuse or neglect—pneumatic tires excepted, these latter being guaranteed by the makers of them.

BELLIS MODEL "A."

Price, $100.00. Weight, 22 lbs.

Bellis Model "A," Men's High Grade.

DETAIL SPECIFICATIONS.

TUBING-FRAME.—Best imported cold drawn, seamless, 24 or 26 inches. Top tube 1 inch. Lower tube 1⅛ inch.

TREAD.—5½ inches.

HEAD.—9 inches.

CROWN.—Double, reinforced.

FORK SIDES.—Seamless, cold drawn and reinforced.

GEAR.—64 or 68 inches. (Optional.)

CHAIN.—Best tool steel. ¼ inch—Indianapolis.

WHEEL BASE.—43 inches.

RIMS.—Fairbanks and best rock elm.

WHEELS.—28 inches.

HUBS.—Regular forged pattern.

SPOKES.—Butted ends, cold swaged. Torrington's best. 13 gauge. 24 front, 32 rear, fully nickeled.

CRANKS.—6½ inch throw, spring steel.

CRANK AXLE.—Best forged tool steel.

SPROCKET.—Adjustable, best drop forged and accurately milled, fully nickeled.

PEDALS.—Brandenburg, Grothe, Record and Spaulding. Rat trap or rubber.

BEARINGS.—Best 3 point hardened tool steel, tempered by our own process.

HANDLE BARS.—Adjustable.

SADDLE.—Bellis, or other high grade.

TIRES.—Option of M. & W. or Climax, and Vim, Palmer, Indiana, Mystic, S. T., G. & J. or Dunlop Clincher. 1⅝ inch.

TOOL BAG.—Finest leather.

TOOLS.—Monkey wrench, pump, oil can and quick repair kit.

FINISH.—Black or maroon enamel of greatest lustre and durability.

BELLIS MODEL "B."

Price, $100.00. Weight, 22 lbs.

Bellis Model "B," Ladies' High Grade.

DETAIL SPECIFICATIONS.

TUBING.—Best imported cold drawn, seamless.

FRAME.—20 or 22 (optional), with strongest and most graceful drop curve. Easy to mount.

TREAD.—5½ inches. HEAD.—9 inches.

CROWN.—Double, reinforced.

FORK SIDES.—Seamless, cold drawn and reinforced.

GEAR.—64 inches.

CHAIN.—¼ inch—Indianapolis.

WHEEL BASE.—43 inches.

RIMS.—Fairbanks and best rock elm.

WHEELS.—28 inches.

HUBS.—Regular forged pattern.

SPOKES.—Butted ends, cold swaged. Torrington's best. 13 gauge. 24 front, 32 rear, fully nickeled.

CRANKS.—6½ inch throw, spring steel.

CRANK AXLE.—Best forged tool steel.

SPROCKET.—Adjustable, best drop forged and accurately milled, fully nickeled.

PEDALS.—Brandenburg, Grothe, Record and Spaulding.

BEARINGS.—Best 3 point hardened tool steel, tempered by our own process.

HANDLE BARS.—Adjustable. SEAT POST.—T.

SADDLE.—Bellis, or other high grade.

TIRES.—Option of M. & W. or Climax, and Vim, Palmer, Indiana, Mystic, S. T., G. & J. or Dunlop Clincher. 1⅝ inch.

TOOL BAG.—Finest leather.

TOOLS.—Monkey wrench, pump, oil can and quick repair kit.

FINISH.—Black or maroon enamel of greatest lustre and durability.

DRESS GUARD.—Wood, with silk lacing.

BELLIS MODEL "D."

Price, $100.00. Weight, 22 lbs.

Bellis Model "D," Ladies' High Grade.

DETAIL SPECIFICATIONS.

HANDLE BARS.—Like model "C," adjustable while mounted. (See cut.)

HUBS.—Barrel pattern, with our special oiling device directly over bearings. (See cut.)

CRANK BRACKET.—Barrel pattern.

FRAME.—Lower tube and seat standard 1⅛ in., height, 20 or 22 in.

TREAD.—5 inches. HEAD.—9 inches.

CROWN.—Double, reinforced.

FORK SIDES.—Seamless, cold drawn and reinforced.

TUBING.—Best imported cold drawn, seamless.

GEAR.—64 inches.

CHAIN.—Indianapolis and Perry. ¼ inch.

WHEEL BASE.—43 inches. RIMS.—Fairbanks' best.

WHEELS.—28 inches.

SPOKES.—Butted ends, cold swaged. Torrington's best. 13 gauge. 28 front, 32 rear, fully nickeled.

CRANKS.—6½ inch throw. Spring steel.

CRANK AXLE.—Best forged tool steel.

SPROCKET.—Adjustable, best drop forged and accurately milled, fully nickeled.

PEDALS.—Spaulding Combination, Brandenburg, Grothe and Record.

BEARINGS.—Best 3 point hardened tool steel, tempered by our own process.

SEAT POST.—T. SADDLE.—Bellis, or other high grade.

TIRES.—Option of M. & W. or Climax, and Vim, Palmer, Indiana, Mystic, S. T., G. & J. or Dunlop Clincher. 1⅝ inch.

TOOL BAG.—Finest leather.

TOOLS.—Monkey wrench, pump, oil can and quick repair kit.

FINISH.—Black or maroon enamel of greatest lustre and durability.

DRESS GUARD.—Wood, with silk lacing.

BELLIS MODEL "C."

Price, $100.00. Weight, 22 lbs.

FRONT VIEW BELLIS MODEL "C."

Price, $100.00. Showing Hubs and Brackets. Weight, 22 lbs.

Bellis Model "C," Men's High Grade.

DETAIL SPECIFICATIONS.

Handle Bars.—On this wheel, adjustable by our patent device, without dismounting. (See cut.)

Hubs.—Barrel pattern, and with oilers directly over bearings; our device. (See cut.)

Bracket.—Barrel pattern.

Frame.—Best imported cold drawn, seamless tubing; seat standard, 1⅛ inch; lower tube, 1⅛ inch; top tube, 1⅛ inch; lower braces, ¾ inch; upper braces, ⅝ inch; height (option) 24 or 26 inches.

Head.—9 inches. Tread.—5 inches.

Front Fork.—Double crown, reinforced; sides, seamless tubular.

Bearings.—Best 3 point hardened tool steel, and tempered by our own process.

Cranks.—Detachable, spring steel, 6½ inch, highly finished.

Sprockets.—Adjustable, best drop forged, accurately milled and fully nickeled.

Chain.—¼ inch, Indianapolis and Perry.

Wheel Base.—43½ inches. Rims.—Fairbanks' best.

Wheels.—28 inch, front and rear, geared to 64 or 68 inches.

Spokes.—Cold swaged, tangent, 13 gauge, Torrington's best. 28 front and 32 rear.

Tires.—Option of M. & W. or Climax, and Vim, Palmer, Indiana, Mystic, S. T., G. & J. or Dunlop Clincher. 1⅝ inch.

Saddle.—Bellis, or other high grade.

Saddle Post.—T, hollow, reinforced.

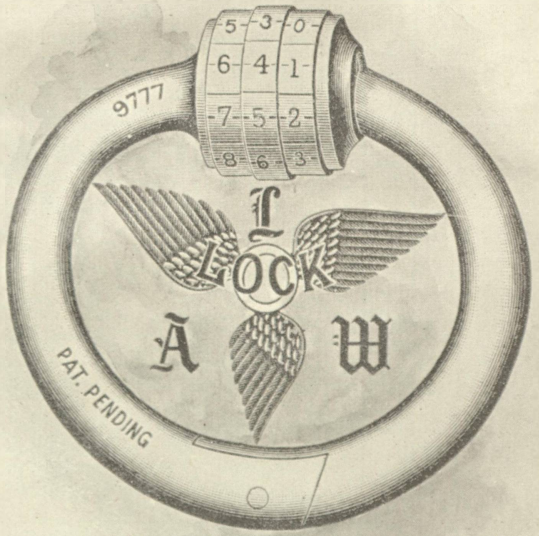
Pedals.—Brandenburg, Grothe, Wolff, Record and Spaulding, rat trap or rubber.

Finish.—Highly finished black or maroon enamel of greatest lustre and durability.

Tool Bag.—Finest leather, containing wrench, pump, oil can and quick repair kit.

LOST A WHEEL By Not Using the L. A. W. COMBINATION LOCK.

75 CENTS.



FULL SIZE.

THIEF PROOF.

No two Locks with same combination.
No Chain.
No Key.
Can open in the dark.
Locks two wheels together.
Each Lock is numbered and handsomely finished.

ALUMINUM.

Reinforced by Steel.
Weight, only 2 ounces.
For ladies or gentlemen.
Locks to the Sprocket, Crank, Chain, Frame, or all at one time.

SEND 75 CTS. FOR SAMPLE.

BELLIS CYCLE COMPANY, Indianapolis, Ind.

DISCOUNT TO THE TRADE.

Belle
SOUTH PUB'G CO
NY